

## ABSTRACT

5 The present invention provides technology for  
distributing user-acceptable and highly effective  
advertisements and enables detailed status representation on  
an awareness system. Advertisement icons such as a company  
symbol can be subsequently added to alternatives of user  
statuses and the icons can be set as user statuses. Display  
of an advertisement icon as status of an acquaintance in a  
buddy list allows companies to announce services or items  
10 they provide as used by the acquaintance that the status  
represents. Since advertisement icons are diffused via a  
reliable network composed of acquaintances in the buddy  
list, users have a good impression on the advertisements and  
high advertising effectiveness is expected.